

THE GENERAL ASSEMBLY OF PENNSYLVANIA

# HOUSE RESOLUTION

No. 6

Session of  
2005

INTRODUCED BY YOUNGBLOOD, MCGEEHAN, CRUZ, WALKO, W. KELLER,  
BOYD, ADOLPH, RUBLEY, GOODMAN, WASHINGTON, FABRIZIO AND  
FAIRCHILD, JANUARY 25, 2005

REFERRED TO COMMITTEE ON TRANSPORTATION, JANUARY 25, 2005

## A RESOLUTION

1 Urging mass transit agencies throughout this Commonwealth to  
2 lease the naming rights of transit stations and other  
3 transit-owned property to private corporations and  
4 organizations in order to help defray the costs of the  
5 financial challenges that mass transit agencies face; and  
6 urging the General Assembly to adopt the operations,  
7 maintenance and ownership standards which should be included  
8 in naming rights leases.

9 WHEREAS, By selling naming rights to its stations, mass  
10 transit agencies within this Commonwealth could generate money  
11 to enhance and encourage ridership, defray budget costs and  
12 preserve some of its most historic stations; and

13 WHEREAS, Naming rights could be sold to corporations and  
14 other organizations wishing to increase the public's awareness  
15 of them; and

16 WHEREAS, In 2003, Las Vegas sold the name of the Las Vegas  
17 Convention Center Station and one of nine trains in its light-  
18 rail system to Nextel Communications, Inc., for \$50 million over  
19 12 years; and

20 WHEREAS, San Diego sold the naming rights of four

1 firefighting helicopters to four different corporations for  
2 \$800,000; and

3 WHEREAS, Naming rights are sold not just to the highest, but  
4 to the most appropriate bidder; therefore be it

5 RESOLVED, That the House of Representatives urge mass transit  
6 agencies throughout this Commonwealth to lease the naming rights  
7 of transit stations and other transit-owned property to private  
8 corporations and organizations in order to help defray the costs  
9 of the financial challenges that mass transit agencies face; and  
10 be it further

11 RESOLVED, That the General Assembly adopt the operations,  
12 maintenance and ownership standards which should be included in  
13 naming rights leases.